

Age 18-24
Quit Line Data Summary
April 1 - June 30, 2003

	18 - 24	State
Number of Calls to Quit Line	N = 422	N = 3,671
Percent of Statewide Calls	14.8%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 413	N = 3,165
Female	60.5%	60.2%
Male	39.5%	39.8%
Race/Ethnicity	N = 374	N = 2,585
People of Color	14.4%	12.9%
White	85.6%	87.1%
Age	N = 422	N = 2,854
18 - 24 years old	100.0%	14.8%
Education	N = 404	N = 2,724
Did not graduate high school	22.3%	16.0%
High school graduate	46.3%	34.7%
Some college/vocational school	26.7%	36.8%
College graduate	4.7%	12.5%
Caller Type	N = 412	N = 3,278
General Information	2.7%	12.3%
Health care provider	0.2%	3.5%
Tobacco user	97.1%	84.1%
Payer Type	N = 297	N = 2,092
Insured	36.4%	34.9%
Uninsured	35.0%	28.9%
Medicaid	28.6%	36.1%
Heard About	N = 370	N = 2,748
Past caller	7.3%	11.3%
Employer/worksites	0.3%	0.6%
Health care provider	20.3%	24.8%
Television	17.6%	16.6%
Outdoor advertisement (billboard/bus/wall)	7.6%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.5%	0.1%
Radio	8.4%	6.8%
Newspaper/Magazine	0.3%	0.9%
Brochure/Newsletter	5.4%	5.7%
Family or friend	25.9%	22.9%
Health Department	5.9%	4.1%
School	0.5%	0.6%